

Cinergy Corp.  
139 East Fourth Street  
Rm 25 AT II  
P.O. Box 960  
Cincinnati, OH 45201-0960  
Tel 513.287.3601  
Fax 513.287.3810  
jfinnigan@cinergy.com

JOHN J. FINNIGAN, JR.  
Senior Counsel

**VIA OVERNIGHT MAIL**



December 17, 2004

Ms. Elizabeth O'Donnell  
Executive Director,  
Kentucky Public Service Commission  
211 Sower Boulevard  
P.O. Box 615  
Frankfort, Kentucky 40602-0615

RECEIVED

DEC 20 2004

FLORIAN W. BRIDE  
COMMISSION

Re: Case No. 2004-00389

Dear Ms. O'Donnell:

Enclosed please find an original and 6 copies of The Union Light, Heat and Power Company's responses to the Northern Kentucky Community Action Commission's First Set Data Requests and our responses to Commission Staff's Supplemental Data Requests, which are being submitting for filing in the above-referenced case.

If you have any questions, please feel free to contact me at (513) 287-3601.

Sincerely,

A handwritten signature in cursive script that reads "John J. Finnigan, Jr. /mak".  
John J. Finnigan, Jr.

JJF/mak

Enclosures

RECEIVED  
DEC 10 2004  
OFFICE  
OF THE  
COMMISSIONER

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-001**

**REQUEST:**

1. Page 7 of the Company's "Filing of the Annual Status Report, Application for Continuation of the Energy Education and Bill Assistance Program ..." (hereinafter referred to as "Filing"), states, in regard to the Low Income Weatherization program: "[t]his program uses the LIHEAP intake process ..."
  - A. Please state how the LIHEAP process is currently be[ing] used.
  - B. Are any changes contemplated [as] to how the LIHEAP process will be used?  
  
If your answer is yes, please explain.
  - C. Are there any agreements in place for use of the LIHEAP intake process? If your answer is yes, please provide a copy of any written agreement that is in place. If the agreement is oral, please name the persons to the oral agreement.
  - D. Is the Company incurring the costs associated with use of the LIHEAP intake process? If your answer is no, please state whether the Company is proposing to incur the costs.

**RESPONSE:**

- A. ULH&P utilizes the LIHEAP codes for customers who paid utilizing LIHEAP funds. This information is extracted from the utility's billing system. If a customer gets a LIHEAP payment they are considered income qualified for the program.
- B. No.
- C. No.
- D. No. The Company extracts these codes through normal internal business operations.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-002**

**REQUEST:**

2. In each of the programs proposed in the Filing, with the exception of the RCEE, the subcontractor is identified. Has a contractor or contractors been identified for the RCEE program? If not, please explain how the contractor(s) will be selected, and provide the time-frame for selection of the contractor(s)?

**RESPONSE:**

The contractor currently under a signed agreement is People Working Cooperatively.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-003**

**REQUEST:**

3. Have any funds budgeted for the RCEE program gone unspent during any of the past three years? If your answer is yes, please state the amounts that have not been spent during each of the past three years.

**RESPONSE:**

The following table shows the spending by year for the program which has been reported in past Commission filings.

TABLE

Year	Un-Spent Funds
2001	\$9,649
2002	\$277,022
2003	\$108,705
2004 thru Oct.	\$97,213

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-004**

**REQUEST:**

4. Please explain the relationship between the Company's DSM Program and the state of Kentucky's Weatherization Program? Please explain in detail which employees within the Company, or which contractors, are responsible for coordinating the Company's DSM program with the state's Weatherization program and explain what steps have been taken to so coordinate the operation of the two programs.

**RESPONSE:**

The ULH&P DSM programs provide services to residential customers across all income levels, beyond the income requirements of the Kentucky Weatherization Program. All these programs are independent of the state's program. ULH&P encourages coordination between its income-qualified program and the state's Weatherization program to ensure maximum benefit to eligible customers. Any coordination occurs between the contracted agencies, the ULH&P Program Manager and the state weatherization providers.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-005**

**REQUEST:**

5. Approximately one year ago, NKCAC signed a Weatherization Contract proposed by the Company and mailed it back to the Company. Please explain why the Company chose not to sign the agreement, thereby terminating the relationship whereby NKCAC provided weatherization services.

**RESPONSE:**

At the request of NKCAC, the contract was divided into two parts, both of which needed to be executed to create a binding agreement. NKCAC did sign one document but refused to sign the other document, so no meeting of the minds occurred, and no agreement was ever formed.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-006**

**REQUEST:**

6. Is the Payment Plus program to be held to the same DSM standard as the RCEE and House Call, or to the standard of the NEED program due to the added public benefits?

Please explain your answer.

**RESPONSE:**

According to the Kentucky Commission order in Case #2001-309, the Payment Plus program is considered a "pilot" program. The Commission directed the company to track expenditures and evaluate this program considering other changes in bill payment, arrearages, and disconnect frequency for participants compared to non-participants. Consequently the Payment Plus program is not held to the same standards and has additional criteria than other ULH&P programs. Further, according to House Bill 305, the Payment Plus program, as an energy assistance program, is not required to meet the same level of cost-effectiveness as other DSM programs. However, it is ULH&P's understanding that the Commission prefers such programs to be as cost-effective as possible.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-007**

**REQUEST:**

7. Please explain in detail, and produce a copy of any document supporting your answer, why the evaluation of the Payment Plus program concluded that NKCAC enrolled a client in the Payment Plus Program prior to the Company identifying the client as eligible. In relation to this answer, please state the name of any of the Company's employees who gave any such information to the independent evaluator.

**RESPONSE:**

At the request of NKCAC, ULH&P approved a procedure whereby NKCAC could recruit customers for Payment Plus from people who come in for "Crisis" funds. At a meeting in January 2004, ULH&P's Program Manager gave NKCAC's Program Manager an option of informing these customers about the program at the time of their Crisis discussion but prior to ULH&P verifying qualification, or not discussing the Payment Plus program until after their qualification was verified by ULH&P. The process chosen by NKCAC was that they would send Cinergy a listing of Crisis customers who they talked to during their Crisis meeting and ULH&P would verify qualification. Customers were rejected if they did not have enough bill history to provide valid information for the evaluation or did not have high enough arrearages to qualify. All were income qualified. NKCAC would then need to inform these customers if they did or did not qualify.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-008**

**REQUEST:**

8. In relation to the Payment Plus program, please explain what it means for a client to be “pre-screened.” Were all the clients who were “pre-screened,” and whose names were provided to NKCAC, eligible clients?

**RESPONSE:**

ULH&P provided NKCAC a listing of customers who were LIHEAP participants with \$500 in arrearages and 12 months of billing history. These “pre-screened” customers were considered eligible to participate in the pilot program.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-009**

**REQUEST:**

9. The evaluation of the Payment Plus program states “KNCAC wants to rely more on face-to-face enrollments.” Please provide the name of the source for this statement.

**RESPONSE:**

TecMarket Works, Inc., the independent evaluator for the program, responds: “The evaluation industry relies on confidentiality in the evaluation process so that individuals feel free to express their opinions and explain their perspectives. All interviews conducted in this study were made under the promise of and the mutual agreement on confidentiality. NKCAC staff noted during the interviews that they appreciated the confidentiality of the interview process so that they could be free to discuss their opinions. We cannot now ignore that confidential relationship and reveal the names of the individuals that provided opinions during the process interview. However, what we can do is share a bit more of that opinion expressed. During the interviews NKCAC indicated that enrolling participants off the Cinergy approved list was problematic and that they preferred to enroll participants during their face-to-face interviews. Interviewees noted that they were very successful at doing so and had enrolled 40 participants in the program within a couple of weeks of the November 4<sup>th</sup> enrollment start date via NKCAC’s face-to-face approach. NKCAC suggested that the Cinergy-approved enrollment list be held as a back-up list and used only if needed when the face-to-face approach is unable to provide the required number of enrollees. These comments are the foundation for the finding. We cannot reveal the name of the individuals providing these comments.”

ULH&P objects to this discovery request and the other discovery requests which seek similar information on the grounds that such discovery requests are overbroad, and have no purpose other than to vex, annoy and harass the Company. Additionally, the information sought is not relevant or reasonably calculated to lead to the discovery of admissible evidence.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-010**

**REQUEST:**

10. Is it true that the face-to-face enrollment process for the program was only offered as a secondary enrollment process if, and only if, the required number of clients could not be identified from the list of "pre-screened" clients provided by the Company?

**RESPONSE:**

See response #9.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-011**

**REQUEST:**

11. Since the initiation of the Payment Plus Programs, PWC has been welcome to attend and provide materials at the workshops. Please explain what are the “changes made to the Pilot program” referenced in the Filing.

**RESPONSE:**

PWC was not always present at the Energy Education sessions due to the lack of adequate notice of the workshop dates by NKCAC to the Program Manager and PWC. These are often evening classes and PWC staff is not always available without adequate notice.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-012**

**REQUEST:**

12. Since it is understood that providing renters with services is more difficult than providing homeowners with the same services, how does the Company plan to assist with this effort?

**RESPONSE:**

For the RCEE program, renters can only receive service upon approval of their landlord. Changes to the program will be considered by the Collaborative along with ULH&P in any future program design. Implementation is subject to approval from the Commission.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-013**

**REQUEST:**

13. Since the Company provided to NKCAC a list of eligible Payment Plus customers that NKCAC was to initially use exclusively for program recruitment, NKCAC was under the belief that these customers were pre-screened for eligibility. Is it true that each of the clients provided to NKCAC by the Company had been screened for eligibility?

**RESPONSE:**

Yes – refer to response #8.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-014**

**REQUEST:**

14. The Payment Plus Program, as presented to and approved by the PSC, is an Energy Education, Budget Counseling and Weatherization referral program. What percentage of the savings identified in the study is attributed to the Energy Education classes?

**RESPONSE:**

TecMarket Inc. responds: "A small Payment Plus (PP) participant sample size makes providing an accurate answer to this question problematic at this time. As discussed in the report, we would need to have a larger sample of participants with groups of education session attendees and non-education attendees to address this question well. Nationally, energy impacts from education programs run from no measurable savings to savings estimated in the 10% to 12% range. The quality of these studies is problematic and many do not employ the use of a control group, meaning the savings estimates are not reliable. From the limited sample size we had for the PP-II study it appears that the educational efforts alone provide savings of about 6 to 7 percent of total annual natural gas consumption. The savings from both the education and weatherization efforts appear to saving about 23% of annual gas consumption. These figures are presented in the report provided to NKCAC (see table 6 on page 40). To gain a better understanding of the savings from the educational efforts, TecMarket is currently analyzing data from ULH&P customers who receive weatherization from the RCEE program and participants with weatherization in the Payment Plus program."

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-015**

**REQUEST:**

15. Please state the name of the employee(s) of the Company or the contractors for the Company, who is responsible for the statement in the evaluation of the Payment Plus program that “the program was unable to meet [the] obligation (to serve all counties) and was implemented in only two counties.”

**RESPONSE:**

TecMarket Works Inc. responds: “The evaluation industry relies on confidentiality in the evaluation process so that individuals feel free to express their opinions and explain their perspectives. All interviews conducted in this study were made under the promise of and the mutual agreement on confidentiality. NKCAC staff noted during the interviews that they appreciated the confidentiality of the interview process so that they could be free to discuss their opinions. We cannot now ignore that confidential relationship and reveal the names of the individuals that provided opinions during the process interview. However, we note that the contract signed by NKCAC required the workshops to be held in the counties of the participants, not in nearby counties as provided, requiring the participants to travel across county lines at attend the workshops. The contract, as signed, required NKCAC to provide workshops in the targeted counties. The service as contracted was not provided in all of the targeted counties.”

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-016**

**REQUEST:**

16. Are you aware that Payment Plus clients from Boone, Kenton, Campbell, Grant, Pendleton and Gallatin counties, were served by the Program?

**RESPONSE:**

Contract language specified that classes would be held in each county. Yes, customers were able to attend from each county but the classes were only held in one county at the NKCAC's two Kenton County offices.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-017**

**REQUEST:**

17. In the "Program Theory and Operations" section of the evaluation of the Payment Plus Program, the process for identifying participants is stated as: "2. Cinergy identified approximately... 3. The individuals...were contacted...to enroll in the program." Were the customers identified by Cinergy and provided to NKCAC all of the clients eligible to be enrolled into the program?

**RESPONSE:**

Yes. See response #8.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-018**

**REQUEST:**

18. On Page 16 of the evaluation, in the section entitled, "*Outreach and Enrollment Needs Improvement*," paragraph 2 beginning "During the NKCAC in-office interactions..." the secondary outreach program is laid out as NKCAC implemented it. In the primary outreach process NKCAC only approached clients identified as eligible by the Company. In the secondary process, NKCAC only notified clients of their eligibility after Cinergy certified eligibility. Nevertheless, the evaluation asserts that NKCAC put Cinergy in a position of denying clients program benefits after they were told they were eligible. Please explain this statement, by providing:

- A. The names of any employees of the Company or any contractors who provided such information to the third party evaluator; and
- B. The basis for all such statements including a recitation of the facts that were relied upon by the evaluator.

**RESPONSE:**

See responses #7 & #9.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-019**

**REQUEST:**

19. The evaluation report state "The program enrollment process should not be so structured so that Cinergy is placed in the position of appearing to be an organization denying services to their low-income customers." Please state what information was provided to the third party evaluator sufficient for the evaluator to assume that the process was responsible for customers who were determined eligible later having that decision reversed.

**RESPONSE:**

See response to #7 & #9.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-020**  
**Page 1 of 2**

**REQUEST:**

20. In regard to Section I of the evaluation of the Payment Plus program, entitled "Pilot Program III Process Interview Results," specifically referring to pages 16-24, please state:
- A. The names of all of the employees of the Company who provided information to the third party evaluator for information contained within these pages;
  - B. The names of all of the employees of any contractor (and identify the contractor) who provided information to the third party evaluator for information contained within these pages;
  - C. The dates of any interviews by the third party evaluator with any employees of the Company which led to the information contained within these pages;
  - D. Please identify and provide a copy of any documents provided by the Company or contractors of the Company to the third party evaluator which led to the information contained within these pages; and
  - E. The basis, reasoning and rationale for the conclusions drawn by the third party evaluator contained within these pages.

**RESPONSE:**

A.B.C. TecMarket Works, Inc. responds: "The industry relies on confidentiality in the evaluation process so that individuals feel free to express their opinions and explain their perspectives. All interviews conducted in this study were made under the promise of and the mutual agreements on confidentiality. NKCAC staff noted during the interviews that they appreciated the confidentiality of the interview process so that they could be free to discuss their opinions. We cannot now ignore that confidential relationship and reveal the names of the individuals that provided opinions during the process interview. However, all of the names of the interviewees currently appear in the report provided to NKCAC."

D. Interviews were held with all parties the dates of July 22 and July 23.

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-020**  
**Page 2 of 2**

E. TecMarket Works, Inc. responds: “The presentation contained on pages 16-24 are based on three key elements of the evaluation process employed for this study. These include: 1.) A review of program records on participant counts and on marketing approaches, 2.) The results from interviews with Cinergy, NKCAC, and PWC managers, and finally, 3.) The employment of expert knowledge and analysis skills pertaining to low-income customers, markets, marketing approaches, and program results. The analysis represented on these pages is not a quantitative assessment of program metrics, but the professional assessment of the information obtained and reviewed by a lead evaluation expert with over 25 years experience in this field, and over 160 publications in this field. For specific conclusions please see the detailed responses within the report.”

**WITNESS RESPONSIBLE:** Richard G. Stevie

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-021**

**REQUEST:**

21. On Page 17 of the report it is stated: "NKCAC deviated from the structured enrollment process." In regard to this statement, please provide:
- A. The names of all of the employees of the Company who provided information to the third party evaluator to support this statement;
  - B. The names of all of the employees of any contractor (and identify the contractor) who provided information to the third party evaluator to support this statement;
  - C. The basis, reasoning and rationale for [these] conclusions drawn by the third party evaluator; and
  - D. Please identify and provide a copy of any documents provided by the Company or contractors of the Company to the third party evaluator which led to this statement.

**RESPONSE:**

A. B. C. D. TecMarket Works, Inc. responds: "The evaluation industry relies on confidentiality in the evaluation process so that individuals feel free to express their opinions and explain their perspectives. All interviews conducted in this study were made under the promise of and the mutual agreement on confidentiality. NKCAC staff noted during the interviews that they appreciated the confidentiality of the interview process so that they could be free to discuss their opinions. We cannot now ignore that confidential relationship and reveal the names of the individuals that provided opinions during the process interview. The names are provided in the report on page 10. The analysis is based on interviews with NKCAC and Cinergy managers and reviews of program records maintained at Cinergy. Interview notes are confidential and cannot be released. However, the evaluation contractor notes that NKCAC interviewees reported that they enrolled Crisis participants in PP-I and the enrollment records indicate that many of the PP-I participants were not the participants included on Cinergy target lists. PP-I services were to be offered to participants approved by Cinergy so that the billing and account information could be used to feed the evaluation to determine if the program was accomplishing its intended goals. Because NKCAC enrolled Crisis participants, many of which did not have the required account history with Cinergy the evaluation was hampered."

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-022**

**REQUEST:**

22. On Page 17 the report also states: NKCAC needs to understand that enrolling participants in Pilot I who do not have a satisfactory account history defeats the purpose of conducting the pilot program.” Please explain the basis, reasoning, rationale, and source for the assumption drawn by the third party evaluator that NKCAC does not understand the purpose of conducting the pilot program.

**RESPONSE:**

See response #21.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests  
ULH&P Case No. 2004-00389  
Date Received: December 3, 2004  
Response Due Date: December 20, 2004**

**NKyCAC-DR-01-023**

**REQUEST:**

23. Under the section of the evaluation of the Payment Plus program entitled "Program Offers to Non-Crisis Customers" (page 19), the evaluator reports that "[N]o participation offers were made to non-Crisis Program Clients other than the original enrollment letter to the Cinergy-targeted customers." Did the evaluator attempt to determine why no such offers were made? If your answer is yes, please explain in detail what attempts were made, such as stating the names of persons who were interviewed, the dates of such interviews, and the conclusions drawn by the evaluator to support this statement.

**RESPONSE:**

TecMarket Works, Inc. responds: "It is the evaluation contractor's understanding that the program was not to make offers to NKCAC non-Crisis clients other than the customers contained on the eligibility list provided to NKCAC. This finding reports that NKCAC did not offer the program to non-Crisis NKCAC clients. The evaluation contractor did not research why NKCAC made no offers to non-Crisis clients as this was not a goal of the program."

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests  
ULH&P Case No. 2004-00389  
Date Received: December 3, 2004  
Response Due Date: December 20, 2004**

**NKyCAC-DR-01-024**

**REQUEST:**

24. It is stated that NKCAC made the decision to not provide CFL's. Since NKCAC had told the Company that CFL's were desired, and never received any notice that they were available, what is the source, basis, and rationale for this statement?

**RESPONSE:**

NKCAC program manager indicated to the company that CFL's were available in their warehouse and therefore stated that they did not need any additional CFL's for their training classes. The Company did not receive any other requests for CFL's, so the assumption was made that these items were being used in the Payment Plus classes.

**WITNESS RESPONSIBLE: Richard G. Stevie**

**NKyCAC Staff First Set Data Requests**  
**ULH&P Case No. 2004-00389**  
**Date Received: December 3, 2004**  
**Response Due Date: December 20, 2004**

**NKyCAC-DR-01-025**

**REQUEST:**

25. Many Social service agencies in Northern Kentucky refer their clients to NKCAC for utility assistance since NKCAC operates LIHEAP, Winter Care, and other emergency funding programs. Please produce any documentation that evidences that this arrangement is not working well? If you have no such evidence or documentation, why is this listed as a concern in the evaluation of the Payment Plus program?

**RESPONSE:**

TecMarket Works, Inc. responds: "Please provide a full citation for the referenced evaluation conclusion that NKCAC's relationship with their other service funding organizations is a concern to the evaluation contractor. The evaluation contractor is unable to find such a finding in the report."

**WITNESS RESPONSIBLE: Richard G. Stevie**



**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-001**

**REQUEST:**

1. ULH&P proposes that its revised demand-side management tariff riders become effective with the first billing cycle in January of 2005. Provide the date of this billing cycle.

**RESPONSE:**

The first billing cycle in January 2005 falls on January 3, 2005.

**WITNESS RESPONSIBLE:** Donald J. Rottinghaus



**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-002**

**Page 1 of 7**

**REQUEST:**

2. Describe ULH&P's system of internal controls as it applies to incentives or customer rewards for Energy Star Products. The description should include, but not be limited to, the following areas:
  - a. The control environment as it relates to policies and procedures for disbursement of incentives or customer rewards.
  - b. The risks from external and internal sources that must be assessed and the steps undertaken in order to manage those risks.
  - c. Control activities, including approvals, authorizations, verifications, reconciliations, reviews of operating performance, security of assets and segregation of duties.
  - d. Monitoring of the system's incentive performance.

**RESPONSE:**

Internal controls for any incentive based program are critical to long-term integrity of the program for both the utility and the ratepayers. ULH&P will work with WECC to establish controls based on sound accounting practices. The WECC managed Energy Star Program in Wisconsin has successfully completed two independent compliance audits for the Wisconsin Department of Administration, the funding agency in Wisconsin. These same control systems would be used in the ULH&P program to assure fiscal controls. Answers to specific areas for control are provided below.

- a. The control environment as it relates to policies and procedures for disbursement of incentives or customer rewards.

Controls exist at each of the following levels of the program organizational structure:

1. Energy Federation Inc. (EFI), WECC's fulfillment subcontractor, verifies the legitimacy of customer (market provider and consumer) claims.
2. WECC, the implementation subcontractor, verifies EFI's adherence to policies and procedures and verifies claims;
3. ULH&P, the primary, verifies WECC's adherence to policies and procedures and verifies claims.

**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-002**

**Page 2 of 7**

The policies and procedures for disbursement of incentives and customer rewards are designed to:

1. Ensure all required data is collected and accurately recorded;
2. Ensure claims meet the terms and conditions of each offer;
3. Ensure the legitimacy of claims.

b. Risks from external and internal sources that must be addressed by the incentive and reward fulfillment policies and procedures.

External risks include fraudulent, inaccurate or incomplete claims. Specific external risks include:

1. Individual customers submitting multiple claims on the same product;
2. Multiple customers submitting multiple claims on the same product;
3. Claims on products that were not actually purchased or do not exist;
4. Claims in which the number of products purchased exceeds the quantity restriction of the offer;
5. Claims on products that were purchased and later returned;
6. Claims forms that are incomplete and do not contain all necessary data;
7. Claim forms that are inaccurate. i.e. customer misrepresents information to meet the terms and conditions of an offer, customer makes an error when filling out claim form making the claim check undeliverable

Internal risks include inaccurate or fraudulent data entry and/or billing for claims by subcontractors. Specific internal risks include:

1. Inaccurate data entry (amount of rebate) resulting in inaccurate payments to customers or inaccurate billing of ULH&P for claims paid to customers;
2. Inaccurate data entry (name, address, etc.) delaying payments to customers or preventing verification of the claim;
3. Inaccurate data entry resulting in incomplete data for program evaluation;
4. Data entry and/or billing of ULH&P for fraudulent claims made by customers;
5. Simple inaccurate billing for claims paid.

c. Control activities, including approvals, authorizations, verifications, reconciliations, reviews of operating performance, security of assets and segregation of duties designed to ensure the accuracy and integrity of the incentive and reward fulfillment process.

**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-002**

**Page 3 of 7**

Controls exist at each level of the program organizational structure. Different procedures are used for verifying consumer rewards than are used for verifying market provider incentives. The procedures for verifying each type of claim at each level of the organizational structure are outlined below.

**Consumer Reward Claims**

To ensure the legitimacy of claims submitted by consumers the following terms and conditions are required for reimbursement of each consumer reward offer. For each claim the consumer:

1. Must complete all data entry fields on the claims forms to qualify;
2. Must submit the original sales receipt along with each claim;
3. Must submit the model number and serial number of home appliances (clothes washers) as proof of purchase;
4. Must submit the original UPC code cut from the package of lighting products as proof of purchase;
5. Must include the name and location of the store where the product was purchased on the claim form.

EFI checks each consumer claim to ensure the information or materials listed above have been provided.

To ensure the accuracy and legitimacy of information submitted by consumers along with reward claims EFI may perform the following cross checks when entering a claim into the fulfillment database:

1. Query for claims with the same name and/or address to identify multiple submissions by the same customer or multiple customers in the same household on the same product and/or ensure the customer has not exceeded quantity restrictions.
2. Query the fulfillment database for previous claims by different customers of the same quantity and product, on the same day and at the same store to identify potential multiple submissions by multiple customers on the same product.
3. Query the database for matching appliance serial numbers to identify multiple claims or claims on returned products that were purchased and claimed by another customer;

**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-002**

**Page 4 of 7**

4. Check the information on each sales receipt to ensure it matches with the information on the claim form;
5. Check the sales receipt and UPC code for indications they are copies and not the originals;
6. Claims that do not contain all necessary data are not payable until all data has been collected. A letter is automatically generated and sent to the customer requesting they contact EFI using a toll free number and provide the missing information before their claim will be fulfilled.

In addition ULH&P will make a customer list available to EFI to check the customers address against a database of ULH&P's service territory to ensure claimants are ULH&P customers.

To ensure the accuracy of data entry and billing of WECC by EFI for consumer reward claims WECC performs the following quality assurance verification:

1. EFI is required to submit a data disk including all information collected from sales receipts and claim forms along with its monthly bill to WECC for consumer reward fulfillment. The total amount of claims in the data is compared to the bill to ensure the amount of the bill is correct. In addition, the data is checked to ensure all required information is present and EFI is not reimbursed for claims with incomplete data.
2. WECC is able to audit a random sample of reward claims on a regular basis. EFI is required to produce the original hard copies of sales receipts and claim forms, which WECC matches with the fulfillment data provided with each bill. EFI keeps all hard copies from claims for five years.
3. The address of each customer is checked against a database of zip codes and addresses using geo-coding software to ensure each claimants address is valid.

**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-002**

**Page 5 of 7**

In order to ensure the accuracy of data entry and billing of ULH&P for consumer reward claims by EFI and/or WECC, ULH&P will undertake quality assurance verification steps such as:

1. WECC is required to submit a data disk including all information collected from sales receipts and claim forms along with its monthly bill to ULH&P for consumer reward fulfillment. The total amount of claims in the data is compared to the bill to ensure the amount of the bill is correct. In addition, the data is checked to ensure all required information is present and WECC is not reimbursed for claims with incomplete data.
2. ULH&P reserves the right to audit a random sample of reward claims upon demand. EFI and WECC may be required to produce the original hard copies of sales receipts and claim forms, which ULH&P will match with the fulfillment data.

**Market Provider Incentives (Appliances Only)**

To ensure the legitimacy of incentive claims submitted by market providers, usually salesperson incentives, the following terms and conditions are required for reimbursement of each claim:

1. Must complete all data entry fields on the claims forms to qualify;
2. Must submit a copy of the sales receipt including consumer name, address and telephone number along with each claim;
3. Must submit the model number and serial number of home appliances (clothes washers) as proof of purchase;
4. Must submit name, address and social security number or tax identification number of claimant.

To ensure the accuracy and legitimacy of information submitted by market providers along with incentive claims EFI and/or WECC\* is able to perform the following cross checks when entering a claim into the fulfillment database:

1. Query for claims with the same consumer name and/or address to identify multiple submissions for the purchase of the same product.

**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-002**

**Page 6 of 7**

2. Query the database for matching appliance serial numbers to identify multiple claims on the same product or claims on returned products that were purchased and then sold to another customer and claimed twice;
3. Check the information on each sales receipt to ensure it matches with the information on the claim form;
4. Check the sales receipt for indications they are falsified;
5. Claims that do not contain all necessary data are not payable until all data has been collected. A letter is automatically generated and sent to the market provider requesting they contact EFI using a toll free number and provide the missing information before their claim will be fulfilled.

\*Often times WECC will process claims in house or receive the claims directly from the manufacturer partner. The steps listed above are taken before payments are made to the manufacturer partner.

To ensure the accuracy of data entry and billing of WECC by EFI for market provider claims WECC performs the following quality assurance verification:

1. EFI is required to submit a data disk including all information collected from sales receipts and claim forms along with its monthly bill to WECC. The total amount of the claims contained in the data is compared to the bill to ensure the amount of the bill is correct. In addition, the data is checked to ensure all required information is present and EFI is not reimbursed for claims with incomplete data.
2. WECC does occasional audits of a sample of the claims at random. EFI is required to produce the original hard copies of sales receipts and claim forms for a specified period of time, which WECC matches with the fulfillment data provided with each bill.
3. The address of each customer is checked against a database of zip codes and addresses using geo-coding software to ensure each claimant address is valid.

**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-002**

**Page 7 of 7**

In order to ensure the accuracy of data entry and billing of ULH&P for market provider incentives provided by EFI and/or WECC, ULH&P will undertake quality assurance verification steps such as:

1. WECC is required to submit a data disk including all information collected from sales receipts and claim forms to ULH&P along with its monthly bill for market provider incentive fulfillment. The total amount of claims in the data is compared to the bill to ensure the amount of the bill is correct. In addition, the data is checked to ensure all required information is present and WECC is not reimbursed for claims with incomplete data. Further, the address of each claimant will be checked to verify it is within ULH&P's service territory.
2. ULH&P reserves the right to audit a sample of reward claims at random upon demand. EFI and WECC may be required to produce the original hard copies of sales receipts and claim forms, which ULH&P will match with the fulfillment data.

d Monitoring of the system's incentive performance.

The performance of consumer reward and incentive offers in achieving immediate energy savings and long term market effects will be monitored through a combination of data sources including:

1. Fulfillment data will be used to track actual purchases influenced by the reward or incentive, which equate directly into energy savings;
2. Fulfillment data will be used to track the change in activity over specific time periods;
3. Sales data will be collected from appliance retailers in order to track sales trends and fulfillment rates (not every customer will mail in a claim even if they are eligible).
4. The National ENERGY STAR Program collects sales data from national retailers that can be used to track sales.
5. During instant CFL promotions data may be collected on the actual number of units shipped to each store.

**WITNESS RESPONSIBLE:** Michael Goldenberg



**KyPSC Staff's Supplemental Data Requests**  
**Case No. 2004-00389**  
**Date Received: December 7, 2004**  
**Response Due Date: December 20, 2004**

**KyPSC-DR-02-003**  
**Page 1 of 2**

**REQUEST:**

3. Has ULH&P decided what information will be captured from the marketing program and how the information will be used? Explain the response in detail.

**RESPONSE:**

There are two sources of information from the marketing program. The first is data collected from consumer reward and market provider incentive claims and the second is data resulting from promotional activities.

The following data will be collected from consumer reward and market provider incentive claims:

1. Customer first name
2. Customer last name
3. Customer street address
4. Customer city
5. Customer zip code
6. Customer telephone number
7. Customer e-mail (if available)
8. Store name where the product was purchased
9. Store city
10. Product type
11. Quantity purchased
12. Model number
13. Serial number (appliances only)
14. Manufacturer
15. Will the product be installed in: single family (1-3 units), multifamily (4+ units), agricultural facility, or commercial building?

The following additional information will be collected from market provider incentive claims:

1. Market provider first name or company name
2. Market provider last name
3. Market provider street address
4. Market provider city

**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-003**

**Page 2 of 2**

5. Market provider telephone number
6. Market provider social security number or tax identification number (for issuing IRS form 1099)
7. Number of units purchased for sale during the promotion (CFLs only)

The information collected via reward and incentive offers will be used to verify claims, quality assurance and for program evaluation only, including random surveying of customers who participated in the program to ensure the product was purchased and installed. Lighting product evaluation may consist of follow-up surveys looking at how many of the purchased products were installed and installation location.

The data on number of CFLs purchased by an individual store for program promotions can be used to verify store claims. The actual claims sent in can be compared to the stores "allocation" for the promotion to ensure they are not sending in claims for more bulbs than they actually had in stock.

**WITNESS RESPONSIBLE:** Michael Goldenberg



**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-004**

**REQUEST:**

4. Refer to Item 6 of the response to the Commission Staff's initial data request. Part (a) states that there are no marketing and informational materials prepared yet. The examples of marketing and informational materials used by WECC in similar programs in other areas appear to be acceptable for use in point of purchase displays; however, it is not clear that customer marketing materials will be solely informational. Submit any materials that may be used in marketing to utility customers, regardless of their stage of development.

**RESPONSE:**

ULH&P has not begun development of materials pending authorization for the program. The WECC in store information will be the primary types of materials used for Energy Star Program promotion as supplied for the Commission Staff's initial data request. To help understand ULH&P's approach to other customer information, examples from Cinergy's PSI territory in the commercial and industrial program are provided. It shows examples of the types of customer and trade ally communications currently provided and the types of support brochures that will be developed. It is ULH&P's intent to use similar approaches for customer materials in all its programs.

**WITNESS RESPONSIBLE:** Michael Goldenberg

Important Program Updates for 2004

February 15, 2004

«Contact»  
«Name»  
«Address»  
«City», «State» «Zip»

Dear Valued Partner,

We're pleased to announce that Cinergy/PSI is again offering the Small Commercial & Industrial Rebate Program! The continued success of the program is a direct result of your commitment to helping our customers understand the importance of installing energy efficient equipment in their businesses – they receive a rebate for qualifying equipment and save money on their monthly utility bills.

Soon we will be mailing letters and brochures to approximately 60,000 eligible small commercial & industrial customers describing our program and outlining incentive levels. Customers will also receive a list of Cinergy/PSI's participating vendors. To remain on the list you must submit at least one incentive application every 18 months.

**Please review the enclosed brochure carefully as some equipment requirements and incentive levels have changed. These changes are effective as of now.** To participate in the program customers must:

- Be a Cinergy/PSI retail electric commercial or industrial customer.
- Have an electric demand of 500 kW or less.
- Submit incentive application **within 90 days\*** after installation.

Please call 1-800-283-7741 if you have any questions, want to confirm customer eligibility or would like a supply of brochures and incentive applications. You can also find program information and applications on our website at [www.cinergypsi.com](http://www.cinergypsi.com). We look forward to working with you!

Sincerely,



Connie Rhodes  
Program Manager  
Indiana DSM

Enclosures:

«Lighting»  
«HVAC»  
«Motors»

\* Applications submitted with installation dates exceeding 90 days will be considered on an individual basis. Please contact Cinergy/PSI staff for assistance.

March 10, 2004

«Contact»  
«Title»  
«Name»  
«Address»  
«CSZ»

Dear NAESCO Member:

Cinergy/PSI's Small Commercial and Industrial Rebate programs have been approved to continue through December 31, 2004. Rebates are available to eligible customers who install light fixtures, motors and air conditioning systems that meet the required energy-efficiency levels of the programs. Eligible customers must have an electric demand of 500 kW or lower and be located in our Cinergy/PSI service territory.

Enclosed is a brochure that outlines the programs. Please review carefully as some of the equipment requirements and incentive levels have changed since last year. To become a Cinergy/PSI participating vendor, you must assist the customer in choosing the eligible equipment and filling out their application. This will automatically put you on the list that is mailed to over 59,000 of Cinergy/PSI's eligible customers.

If you would like more information or would like to request an incentive application, please give us a call at 1.800.283.7741 or visit our website at [www.cinergypsi.com](http://www.cinergypsi.com). We look forward to working with you.

Sincerely,



Connie Rhodes  
Program Manager  
Indiana DSM

CSR/tt

Enclosure

**Cinergy/PSI offers rebates for conserving energy!**

Dear Facilities Director/Manager,

Cinergy/PSI wants to reward you for saving energy. It's easy. Just install high-efficiency lighting, cooling or motors equipment at your facility, complete a short application and return it to us. Soon you'll receive a rebate check in the mail to help defer the cost of the equipment. It's as simple as that!

To qualify for incentives customers must:

- ◆ Be a retail electric commercial or industrial customer of Cinergy/PSI.
- ◆ Have an electric demand of 500 kW or less at the facility where work will occur.
- ◆ Submit application for incentives **within 90 days\*** after installation.

The enclosed brochure explains our program and provides an overview of our incentives. **Please review the materials carefully as some of our equipment requirements and incentives have changed for 2004.** If you anticipate building a new facility or simply remodeling your existing business, these incentives can help your business offset the cost to purchase high-efficiency equipment. High-efficiency equipment will reduce your energy usage and cut your operating expenses. Enclosed is a list of Cinergy/PSI's participating vendors ready to help you identify eligible equipment and to assist with the application process. You are also welcome to use a vendor in your local area.

If you would like to request an application or have questions about the program please call 1-800-283-7741 or visit our website at [www.cinergypsi.com](http://www.cinergypsi.com). We look forward to working with you to lower your utility costs and conserve energy in 2004 and beyond.

Sincerely,



Connie Rhodes  
Program Manager

Enclosures

\* Applications submitted with installation dates exceeding 90 days will be considered on an individual basis. Please contact Cinergy/PSI staff for assistance.

2004 Cinergy/PSI Participating Vendors List  
(sorted by state/city)

Vendor	Contact	City	State	Phone	Lighting	HVAC	Motors
Western States Industries	Sales Manager	Denver	CO	(800) 783-1450	X		
GE Lighting	Sales Manager	Chicago	IL	(800) 327-2080	X		
Sharp & Williams	Jeff Spruell	Mt. Carmel	IL	(618) 262-3231		X	
GE Supply	Larry Los	Wooddale	IL	(630) 238-3587	X		
Kirby Risk - Anderson	Bruce Baumbaugh	Anderson	IN	(765) 641-3384	X		
Lehman's Inc.	Jim Roan	Anderson	IN	(765) 644-4700		X	
Nugent Electric	Mark or Mike Nugent	Anderson	IN	(765) 643-8854	X	X	X
American Electric Co., Inc	Mark R. Hughes	Avon	IN	(317) 272-9000	X		
Quad J	Rob Johnston	Avon	IN	(317) 718-1430	X		
Gehring Elec., Htg. & AC	Michael Gehring	Batesville	IN	(812) 934-6088	X	X	
Gillman Home Center	Art Crandell	Batesville	IN	(812) 934-4140	X		
Hirt & Ellco, Inc.	Bill Wagner	Batesville	IN	(812) 934-4646	X	X	X
Laker Electric & Plumbing, Inc	Gary Laker	Batesville	IN	(812) 934-3351	X		
Goff Refrigeration Co., Inc.	Ed Koch	Bedford	IN	(812) 275-7177		X	
Kern Electrical Services	Richard D. Kern	Bedford	IN	(812) 275-8606	X	X	X
Kirby Risk - Bedford	Brett Turner	Bedford	IN	(812) 275-5959	X		
McIntyre Bros Inc.	Rickey Rogers	Bedford	IN	(812) 275-5956	X	X	X
Budget Heating & Air Conditioning	Jerry Grooms	Bicknell	IN	(812) 735-2327		X	
Shawnee Systems	J. E. Sutphin	Bloomfield	IN	(812) 384-3903	X	X	
A1 Electric - Rick's Inc.	Rick Crouch	Bloomington	IN	(812) 332-6951	X	X	X
Commercial Svc. of Blmgton.	Lee Van Buskirk	Bloomington	IN	(812) 339-9114		X	
Electric Services	Terry Long	Bloomington	IN	(812) 339-6345	X		
Harrell-Fish, Inc.	Larry Brooks	Bloomington	IN	(812) 339-2579		X	
Keller Heating & AC, Inc.	Sharon Keller	Bloomington	IN	(812) 331-2150		X	
Price Electric	Linda Britton	Bloomington	IN	(812) 339-9769	X		
Quality Heating & AC	Scott Sullivan	Bloomington	IN	(812) 336-3372		X	
Simanton Mechanical, Inc.	Pat Simanton	Bloomington	IN	(812) 333-1223		X	
Steele-Beard Electric	Ellsworth Wente III	Bloomington	IN	(812) 336-5005	X		
Clay County Furnace & Electric	Larry Nolte	Brazil	IN	(812) 446-3301		X	
Farrand Telephone Service Inc.	Howard Farrand	Brazil	IN	(812) 443-2151	X		
Schultz Electric	David Wuestefeld	Brookville	IN	(812) 576-4407	X		
Alsmeyer Electric	Steve Alsmeyer	Brownsburg	IN	(317) 892-3624	X		
South Central Building & Developers	Joe Richart	Brownstown	IN	(812) 528-3217	X		
Quality Plumbing & Heating	Douglas Bourne	Bunker Hill	IN	(765) 689-9175		X	
CM Contractors Inc.	Michael Mahoney	Cambridge City	IN	(765) 478-4213	X	X	X
Bishop Lighting	Carla	Carmel	IN	(317) 575-8399	X		
Gaylor Electric	Donald Birt	Carmel	IN	(317) 843-0577	X		
Waitt Companies	Roger Drayer	Cicero	IN	(317) 758-4413			X
R. K. R. Inc.	Dennis Ettel	Clarksville	IN	(812) 284-0212	X		X
Service Experts of Kentuckiana	Kevin Becht	Clarksville	IN	(812) 285-6840		X	
Andrews Heating & Air Conditioning Inc.	Doug Andrews	Clinton	IN	(765) 832-9401		X	
Price Williams, Inc.	R. Douglas Gregory	Columbia City	IN	(260) 248-2571	X		
Dial One Dillman	Chad Pipkin	Columbus	IN	(812) 372-7129		X	
Dunlap	Leonard	Columbus	IN	(812) 376-3021		X	
Eastgate Electric - Columbus	Glen Nay	Columbus	IN	(812) 372-8871	X		
Forster Electrical Svcs., Inc.	Joe Zamarripa	Columbus	IN	(812) 376-0715	X		X
Kirby Risk - Columbus	Tom Petty	Columbus	IN	(812) 372-8431	X		
Loesch Htg. & AC Inc.	Tim McIver	Columbus	IN	(812) 372-4495		X	
Maintenance Electrical Repair	Rick Shanks	Columbus	IN	(812) 376-0007	X		
Risk Electric	Robert Risk	Columbus	IN	(812) 376-6262	X		
Kirby Risk - Connersville	Mike Schlechtweg	Connersville	IN	(765) 825-4165	X	X	X
Eckart Supply Company	Mike McGraw	Corydon	IN	(812) 738-3232	X		
Falls City Electric Supply - Corydon	Mike Mayhall	Corydon	IN	(812) 734-1272	X		
Purcell Electric Inc.	John Purcell	Corydon	IN	(812) 738-4987	X	X	
Shaffer Electric	Steve Shaffer	Corydon	IN	(812) 968-3508	X		X
All-Phase Electric - Crawfordsvle	Terri Edwards	Crawfordsville	IN	(765) 362-4367	X	X	X
Rinehart Heating & Cooling	Danny Rinehart	Danville	IN	(317) 745-4526		X	
CED	Roger Miller	Evansville	IN	(812) 423-7837	X		X
Deig Brothers Construction Co.	Tim Bell	Evansville	IN	(812) 423-8051	X	X	
Mel-Kay Electric	Lou Ames	Evansville	IN	(812) 423-1128	X		
Weyer Electric	Fred Weyer	Ferdinand	IN	(812) 367-1650	X		
P. W. Gollmer Electric	Pete Gollmer	Fishers	IN	(317) 577-8487	X		X
Haesleley & Sons Electric	Brian Heseley	Floyds Knobs	IN	(812) 948-2501	X		
Koetter Construction	Bob Koetter	Floyds Knobs	IN		X		
W & W Electric	Terry Walker	Fort Wayne	IN	(260) 483-1239	X		
Davis Electric Inc	Daniel Davis	Franklin	IN	(317) 736-8912	X		
Hertel Heating & Air	Keith Hertel	Georgetown	IN	(812) 951-3210		X	X
Daves Heating	Dave	Greencastle	IN	(765) 653-8204		X	
Green's Electric	Owner	Greencastle	IN	(765) 653-6071	X		
Power Electric	Manager	Greenfield	IN	(317) 894-1105	X		
Eastgate Electric - Greensburg	Glen Nay/Steve Clevenger	Greensburg	IN	(812) 662-6363	X		
Stier Heating & Cooling	Mark Stier	Greensburg	IN	(812) 662-8292		X	
Wallpe & Trenkamp, Inc.	Gene Wallpe	Greensburg	IN	(812) 663-7252		X	
Hochstedler Energy	Cindi Milligan	Greentown	IN	(765) 628-3331		X	
Complete Trades Inc.	Doug Owens	Greenwood	IN	(317) 696-1947	X		

2004 Cinergy/PSI Participating Vendors List  
(sorted by state/city)

Vendor	Contact	City	State	Phone	Lighting	HVAC	Motors
Dick Miller Construction	John Miller	Greenwood	IN	(317) 882-7596	X	X	X
Fox Heating & AC	Daryl Fox	Guilford	IN	(812) 926-6111		X	
Nading Mechanical	Paul Nading	Hope	IN	(812) 546-6111		X	
Fulton Electric	Tim Fulton	Huntington	IN	(219) 356-5431	X		
Huntington Heating & Cooling, Inc.	Bob Zahm	Huntington	IN	(260) 356-0187		X	
John Daniel Electric Inc	Paul Augspurger	Huntington	IN	(260) 356-2981	X		
Mann's Inc.	Tony Burnworth	Huntington	IN	(260) 356-0811		X	
All-Phase Electric - Indianapolis	Alex West	Indianapolis	IN	(888) 639-3659	X	X	X
AMS Mechanical Svcs., Inc.	David Colip	Indianapolis	IN	(317) 240-3200		X	
ARS Modern	Rick Warwick	Indianapolis	IN	(317) 484-4671		X	
Barth Electric Co., Inc.	Tom Pearson	Indianapolis	IN	(317) 921-5107	X		
Brehob Corporation	Thomas Pinkley	Indianapolis	IN	(800) 632-4451	X	X	X
Bryant Heating & Air Conditioning Co., Inc.	Herschel Tague	Indianapolis	IN	(317) 924-5779		X	
Central Indiana Trane	Ben Colvin	Indianapolis	IN	(317) 255-8777		X	
Central Supply Co.	Keith Gilbert	Indianapolis	IN	(317) 898-2411	X		
Comfort-Aire Inc.	Dean Myers	Indianapolis	IN	(317) 545-2473		X	
Culture Lighting Co. Inc	Tom Grote	Indianapolis	IN	(800) 844-1845	X		
Electrical Enterprises Inc.	David Straber	Indianapolis	IN	(317) 784-2224	X		X
Energy Management Systems	Mac Stewart	Indianapolis	IN	(574) 262-2993	X	X	X
ESL, Inc.	Luann Lineback	Indianapolis	IN	(317) 951-2300	X		
GMR Associates	George Wilczek	Indianapolis	IN	(317) 823-1856	X		
Graybar Electric	Troy Tatman	Indianapolis	IN	(317) 616-4135	X		
Habegger Corporation	Steve Klepfer	Indianapolis	IN	(888) 321-8595		X	
Henry & Sons	Doug Henry	Indianapolis	IN	(317) 849-5089		X	
Honeywell, Inc.	Kurt Schneider	Indianapolis	IN	(317) 580-6138	X	X	X
Ideal Heating, AC & Refrigeration	Dave Gooderum	Indianapolis	IN	(317) 634-8151		X	
Johnson Controls Inc	Chris Downs	Indianapolis	IN	(317) 638-7611	X	X	X
Johnstone Supply - Indianapolis	Ted Shay	Indianapolis	IN	(317) 634-4447	X	X	X
Kirby Risk - Indianapolis	L. Buman	Indianapolis	IN	(765) 529-5070	X		
Larjac Electric, Inc.	Jim Bird	Indianapolis	IN	(317) 542-1369	X		
Long Electric Co	Steve Jackman	Indianapolis	IN	(317) 356-2455	X	X	X
Love Heating & A/C Inc.	Phil Love	Indianapolis	IN	(317) 353-2141		X	X
Lubs Technologies	Steve Briscoe	Indianapolis	IN	(317) 357-8721			X
Luminaire Services, Inc.	Charles Ryerson	Indianapolis	IN	(317) 578-0448	X		
Moore Engineers, P.C.	Timothy V. Moore	Indianapolis	IN	(317) 848-5045	X	X	X
Odle McGuire & Shook Corp.	Steven Green	Indianapolis	IN	(317) 842-0000	X	X	
Payne Electric Co., Inc	Todd Payne	Indianapolis	IN	(317) 240-3264	X		
Peerless Electric Supply	Sales Manager	Indianapolis	IN	(317) 635-2361	X		X
Performance Services	Dale Bozell	Indianapolis	IN	(317) 713-1753	X		
R. M. North Company	Phil Compton	Indianapolis	IN	(317) 547-3828		X	
Raico, Inc.	Mike Delladio	Indianapolis	IN	(317) 849-1814	X		
SCO Engineering LLC	Robert Christensen	Indianapolis	IN	(317) 876-8100	X		
SECO Electric	Kelly Glass	Indianapolis	IN	(317) 781-1200	X		
Siemens Building Tech.	David Holtman	Indianapolis	IN	(317) 715-4342	X	X	X
Sink & Edwards	Steve Jerge	Indianapolis	IN	(317) 633-7614	X	X	X
Stair Associates	Woodland Holm	Indianapolis	IN	(317) 228-1900		X	
Storms-McMullen	Aaron Stuckey	Indianapolis	IN	(317) 299-2541	X		
The Trane Company	Ben Colvin	Indianapolis	IN	(317) 255-8777		X	
Thiele Heating & AC	Sales Manager	Indianapolis	IN	(317) 639-2576		X	
United Energy	Brad Pointer	Indianapolis	IN	(317) 577-2904	X		
Wheeler - McQueen	Howard Wheeler	Indianapolis	IN	(317) 786-2756		X	
Schmidt Contracting Inc.	Thomas Schmidt	Jasper	IN	(812) 482-3923		X	
Falls City Electric Supply - Jeffersonville	Jerry Dunn	Jeffersonville	IN	(812) 283-6693	X		
Kempf Heating & Cooling	Tom Kempf	Jeffersonville	IN	(812) 288-9343		X	
Kovert Hawkins Architects	Jamie Lake	Jeffersonville	IN	(812) 282-9554	X	X	X
Ortman Drilling	Todd Blair	Kokomo	IN	(765) 459-4125			X
PPH Mechanical Contractors, Inc.	Greg Smith	Kokomo	IN	(765) 459-5729		X	
Rex Byers Heating & Cooling	Rex Byers	Kokomo	IN	(765) 459-8853	X	X	
All-Phase Electric - Lafayette	Sales Manager	Lafayette	IN	(765) 448-2862	X	X	X
Bowsher Heating & Cooling	Melissa Bowsher	Lafayette	IN	(765) 447-1374		X	
Brand Electric	Jeff Brand	Lafayette	IN	(765) 296-3437	X	X	X
Brenneco Inc.	Jerry Christopher	Lafayette	IN	(765) 447-0257		X	
Brummett Electric	Roger Brummett	Lafayette	IN	(765) 423-1800	X		
Holmes Heating & Cooling	Tom Holmes	Lafayette	IN	(765) 491-5205		X	
Huston Electric	Bill Orth	Lafayette	IN	(765) 474-6115	X		
Kirby Risk - Lafayette	Sue Ramsey	Lafayette	IN	(765) 448-4567	X		X
Long Electric Co.	Mike Herzog	Lafayette	IN	(765) 447-7630	X	X	
M. P. Baker Electric, Inc.	Mike Baker	Lafayette	IN	(765) 447-4658	X		
Ron Brummet Electric Contracting	Ron Brummet	Lafayette	IN	(765) 423-1800	X		
Shambaugh & Son, Inc.	Mike Garrett	Lafayette	IN	(765) 742-7311	X	X	X
Blocker Construction	John Blocker	Lanesville	IN	(812) 923-5005	X		
Boone County Electric, Inc.	Michael Zimmerman	Lebanon	IN	(765) 482-1430	X		
Total Mechanical	David Lakes	Lebanon	IN	(765) 482-0940		X	
All-Phase - Logansport	Joseph R. Janecke	Logansport	IN	(219) 739-2812	X	X	
Phillips Heating & A/C	Terry Phillips	Madison	IN	(812) 273-3488		X	
Wolf Wholesale, Inc.	Dennis Napier	Madison	IN	(812) 273-5444	X		

2004 Cinery/PSI Participating Vendors List  
(sorted by state/city)

Vendor	Contact	City	State	Phone	Lighting	HVAC	Motors
Paul Gustin Building Services	Paul Gustin	Markleville	IN	(765) 779-4623		X	
Elliott Electric Corporation	Dave Tilton	Martinsville	IN	(765) 349-6360	X		
Custer Electric	Verlia Custer	Maye	IN	(765) 645-5511	X		
Energy USA	Sales Manager	Merrillville	IN	(888) 733-2699	X	X	X
J & L Electric, Inc.	Jeffrey J. Laub	Milan	IN	(812) 654-2187	X		
Hunt's Wiring	Owner	Milroy	IN	(765) 629-2687	X		
Perre's Plbg. & Htg.	Craig Perre	Monroe City	IN	(812) 743-2169		X	
Mourning Electric	Ken Mourning	Monrovia	IN	(317) 996-3283	X		
The Construction Works Inc	Bill Cashion	Moorseville	IN	(317) 831-4716		X	
J. R. Wortman Co., Inc.	John Werbe	Morristown	IN	(765) 763-6444	X	X	X
Phoenix Refrigeration	William Lunsford	Napoleon	IN	(812) 852-2100	X	X	
Star Tech Inc /DBA Star Elect	Jim Schultz	Nashville	IN	(812) 988-7484	X		
Elite Heating & AC	Sarah Roberts	New Albany	IN	(812) 944-2665		X	
Frank H. Monroe Htg. & Cooling	Steve LaDuke	New Albany	IN	(812) 945-2566		X	
Galbreath & Associates	Ardis Kimmel	New Albany	IN	(812) 945-6330	X		
James A. Cooper & Assoc., Inc.	David Wills	New Albany	IN	(812) 949-4370	X	X	X
Knotts Electric	William Knotts	New Albany	IN	(812) 945-4136	X		X
KU Heating Cooling	Jim Kaestner	New Albany	IN	(812) 944-7629		X	
New Albany Heating & Electrical	Sharon Haub	New Albany	IN	(812) 944-6019	X	X	
Star Electric	Larry Stumler	New Albany	IN	(812) 949-7827	X		
Kirby Risk - New Castle	John Bateman	New Castle	IN	(765) 529-5070	X		X
Maintenance Repair Service	Darrell Gross	New Castle	IN	(765) 529-6462		X	
Maintenance Research, Inc.	Glen Abrams	New Castle	IN	(765) 529-7078	X		
Perdue Refrigeration	Brian Latham	New Castle	IN	(765) 529-1910		X	
Chapman Electric Supply Inc.	Dave Chapman	Noblesville	IN	(317) 773-6712	X		
General System Services Co.	Brian Ferguson	Noblesville	IN	(317) 776-0410	X		X
Jerico Industrial Air Sales	Mark Tacosik	Noblesville	IN	(317) 773-2344		X	
Riverbridge Electric	Denny Unger	North Manchester	IN	(260) 982-1180	X		
Hall Heating & Cooling	Stu Bertram	North Vernon	IN	(812) 346-3392	X	X	
Koch Mechanical Inc.	Michael Huckelberry	North Vernon	IN	(812) 346-1624		X	
Majestic Electric Co., Inc.	Hank Byram	North Vernon	IN	(812) 346-2110	X		
S&G Electrical & Industrial Supplies, Inc.	Scott Gabbard	North Vernon	IN	(812) 346-7209	X	X	X
Sparks Electric Inc.	Randall Sparks	Odon	IN	(812) 636-4725	X	X	
G.L. Heinz & Associates	Jeff West	Paoli	IN	(812) 723-2281	X	X	X
Pike Co. Dev. Corp.	Edwin Boyd	Petersburg	IN	(812) 354-8893	X	X	X
Wilson & Wilson Mechanical	Jeff Wilson	Pittsboro	IN	(317) 892-8745		X	
Bassett Services	Stan Bassett	Plainfield	IN	(317) 839-5877		X	
Trent Electric	TJ Chastain	Plainfield	IN	(317) 839-3996	X		
Vestar, Inc	Kevin Neal	Plainfield	IN	(317) 838-6805	X	X	X
Beuligmann Heating & AC	Fred Beuligmann	Poseyville	IN	(812) 874-3149		X	
Scales Electric	Randall Scales	Princeton	IN	(812) 385-2159	X		
Eastgate Electric - Richmond	Steve Clevenger	Richmond	IN	(765) 966-7764	X		X
Richmond Electric Supply	Judy Gootee	Richmond	IN	(765) 939-7220	X		X
McCloud Electric Service	Raymond McCloud	Roachdale	IN	(765) 522-1400	X		
Walsh Electric Inc.	Bill Walsh	Rochester	IN	(574) 223-2590	X		X
Selvey-Payne, Inc.	Kim Payne	Rossville	IN	(765) 379-2600		X	
Hoeing Supply	Rob Ash	Rushville	IN	(765) 932-3236	X		X
Gary Sipes Electric	Gary Sipes	Russiaville	IN	(765) 883-5622	X		
All-Phase Electric - Seymour	Tom Rodenbeck	Seymour	IN	(812) 522-5633	X	X	X
B & H Electric	Sales Manager	Seymour	IN	(812) 522-5607	X		
Bode Electric Inc.	Nick Bode	Seymour	IN	(812) 523-3363	X		
Eastgate Electric - Seymour	Michelle Edwards	Seymour	IN	(812) 523-0043	X		
Indiana Technical Service	Russ Spray	Seymour	IN	(812) 522-2078		X	
Mid-West Electrical Supply Co.	Larry McDonald	Seymour	IN	(812) 522-1180	X		
Pardieck's Inc.	Mark Pardieck	Seymour	IN	(812) 622-3614		X	
Schurman's Heating & A/C	Todd Schurman	Seymour	IN	(812) 524-0535		X	
Triangle Electric	Georgetta Carr	Seymour	IN	(812) 523-7043	X		
Wolfe Electric Company	Marvin Wolfe	Seymour	IN	(812) 522-9197	X		
B & G Home Improvement	Bill Glenz	Shelburn	IN	(812) 397-2128		X	
Kirby Risk - Shelbyville	Bruce Willard	Shelbyville	IN	(317) 398-3700	X		
Shelby Air Conditioning & Heating	Barry Dusenbury	Shelbyville	IN	(312) 392-2013		X	
Jones Electric Service	Fred Jones	Sheridan	IN	(317) 758-4687	X		X
E. M. Company	Gregory Schaub	Southport	IN	(317) 783-3291		X	
Held Electric Supply	Norman Held	Tell City	IN	(812) 547-3419	X		X
American Electric of Terre Haute	David Trench	Terre Haute	IN	(812) 299-3813	X		
B & S Plumbing & Htg	Bob Bensingler	Terre Haute	IN	(812) 234-1152		X	
City Plumbing, Heating & Cooling	Jerry Chuate	Terre Haute	IN	(812) 235-8094		X	
Construction Consultants, Inc.	John P. Wooden	Terre Haute	IN	(812) 234-0224	X	X	
Crown Electric	Tom King	Terre Haute	IN	(812) 232-3947	X		X
Ernie's Electric Co.	Sam Miller	Terre Haute	IN	(812) 232-5602	X		X
Harrah Plumbing & Heating Co., Inc.	David Harrah	Terre Haute	IN	(812) 235-2262		X	
Kirby Risk - Terre Haute	Joe Conti/Bob Barton	Terre Haute	IN	(812) 232-5667	X		
NRK, Inc.	Amy Land	Terre Haute	IN	(812) 232-1800	X		
Paitson Brothers Heating & Air Conditioning	Jeff Paitson	Terre Haute	IN	(800) 533-0711		X	
RCI Electrical Contractors	Richard/Ryan Wheat	Terre Haute	IN	(812) 238-3046	X		X
Roehm Refrigeration	Dennis Dunham	Terre Haute	IN	(812) 232-4127		X	

2004 Cinergy/PSI Participating Vendors List  
(sorted by state/city)

Vendor	Contact	City	State	Phone	Lighting	HVAC	Motors
Sycamore Engineering, Inc.	Steve Butwin	Terre Haute	IN	(812) 232-0968	X	X	X
T.C. Electrical Contractors	Patrick Beyers	Terre Haute	IN	(812) 232-4336	X		
Valley Electric Supply	Steve Gretencold	Terre Haute	IN	(812) 238-0543	X		
Williams Plumbing & Heating	Larry Watson	Terre Haute	IN	(812) 238-2453		X	
Halcomb's Home Center	John Werner	Versailles	IN	(812) 689-6060	X		
Southeastern Heating & Air Conditioning	Bill Wagner	Versailles	IN	(812) 689-6077		X	
Air-Tech Heating & Cooling	Tony York	Vincennes	IN	(812) 882-4610		X	
Anthis Heating & Air Conditioning	James Anthis	Vincennes	IN	(812) 882-2065		X	
Dan Joyce & Son	Dan Joyce	Vincennes	IN	(812) 886-5406	X		
Kirby Risk - Vincennes	Kent Davis	Vincennes	IN	(812) 882-2938	X		X
Mineo Electric	John Mineo	Vincennes	IN	(812) 886-5727	X		
Sievers & Companies	Bruce Wyant	Vincennes	IN	(812) 895-1127	X		
Valley Electric Supply Corp.	Dick Cannon	Vincennes	IN	(812) 882-7860	X		
Quality Electric	Larry Hoover	Wabash	IN	(219) 563-5772	X	X	
Tri-W	Walter Woods	Wabash	IN	(260) 563-6052	X	X	X
Wabash Electric Supply	Joe Dyer	Wabash	IN	(260) 563-4146	X		X
D & D Maintenance	Dan Kierpaul	Warsaw	IN	(219) 858-2424	X		
A & R Supply of Indiana, Inc	Ron Beckman	Washington	IN	(812) 254-7018	X	X	
John Ross Services	John Ross	West Terre Haute	IN	(812) 533-3808	X		
KTT Electric	Gale Hutton	Whiteland	IN	(317) 535-9844	X		
Control Tech	Alan Winters	Zionsville	IN	(317) 873-5445		X	
Albert Crush Company	Chris Cotner	Louisville	KY	(502) 584-5511			X
E. R. Ronald and Associates	Ronald Dockery	Louisville	KY	(502) 485-9505	X	X	X
Earthwell Energy Mngmnts	Phil Kruer	Louisville	KY	(502) 587-8447	X		X
Electric Motor Rep. & Rew.	Dennis King	Louisville	KY	(502) 583-3230			X
Honeywell, Inc.	Sales Manager	Louisville	KY	(502) 429-4343	X	X	X
John Waters Inc	Dale Kalwicki	Louisville	KY	(502) 896-0850	X		
Mid-West Builders, Inc.	Byron Sipes	Louisville	KY	(502) 935-4504	X		
Payne Electric Co	Terry Hansen	Louisville	KY	(502) 969-3115	X		X
S & J Lighting	Steve Parsley	Louisville	KY	(502) 499-5516	X		
Southland Electric	Louis Barry	Louisville	KY	(502) 587-6671	X		
Energy Logic	Jill Maccaferri	Dennisport	MA	(508) 398-0533	X	X	
AECS	Mike Allard	Canton	MI	(734) 416-9246	X		
The Energy Concern	Donovan Stevens	Douglas	MI	(800) 745-3566	X		
Villa Lighting Supply	Ed Curran	St. Louis	MO	(314) 531-2600	X		
Eco Engineering	Tom Kirkpatrick	Cincinnati	OH	(513) 985-8301	X		
Garfield-Indecon Elect. Svcs.	Frank Murphy	Cincinnati	OH	(513) 979-7400	X	X	X
Glenwood Electric	Phil Thaman	Cincinnati	OH	(513) 631-2707	X		
Reuper Heating & AC Inc.	Joe Reupert	Cincinnati	OH	(513) 922-5050		X	
Wm. Williams Electric	Roger Williams	Cincinnati	OH	(513) 271-2136	X		
Edwards Electrical & Mechanical	Scott Hilleary	Columbus	OH	(614) 485-2003	X		
Illumetek	Diane DiFrangia	Cuyahoga Falls	OH	(330) 926-8844	X		
Leveck Lighting Products	Dave Deberry	Dayton	OH	(800) 824-3615	X		
All Phase Electric - Lima	Sales Manager	Lima	OH	(419) 221-1074	X		
Energy Systems Group	Wm. Patrick Garibay	Mason	OH	(513) 398-7790	X	X	X
RealWinWin Inc.	Louis Urwitz	Philadelphia	PA	(215) 732-4480	X		
Innersource	Carol Markus	Plymouth Meeting	PA	(610) 832-1490	X		
American Light	Bob Beach	Austin	TX	(512) 835-6120	X		
Carrier Corp.	Tom Rcker	Irving	TX	(972) 281-6528		X	
Prem Supply Inc.	Henry Patel	Lubbock	TX	(806) 745-6651		X	
Marshall Erdman & Assoc.	Mike Daugird	Madison	WI	(608) 238-0211	X	X	X

Use of a vendor is not restricted to this list. Cinergy/PSI in no way implies promotional support of any specific vendor noted on this list.



## You Might Be Losing \$\$

REMEMBER—you only have until December 31, 2004, to submit incentive applications for **completed** 2004 motors, lighting<sup>1</sup> and/or cooling projects to be eligible for the *year-end vendor bonus*<sup>2</sup>. This is a token of appreciation for your commitment to our commercial & industrial energy-efficient rebate program.

Customer eligibility remains the same for our energy efficiency programs. Incentives are only available to Cinergy/PSI commercial & industrial retail customers with an electric demand of 500 kW or less. To confirm customer eligibility please call 1-800-283-7741. For your convenience, applications and instructions and marketing brochures are now available at [www.cinergypsi.com](http://www.cinergypsi.com). If you don't have access to the internet, please call the number above.

**Watch for upcoming announcements  
about our 2005 programs!**

<sup>1</sup> Incentives are not applicable for outdoor lighting and HID incentives are only applicable when replacing existing high-wattage systems with HID while maintaining the current light levels. *Before quoting an HID incentive to your customer please read the program guidelines carefully or contact Tracie Trent at 317.838.4400 or [tracie.trent@cinergy.com](mailto:tracie.trent@cinergy.com) to confirm equipment eligibility.* Cinergy/PSI will not pay incentive dollars for projects that do not meet the specific program requirements as stated in the program materials or on the incentive application.

<sup>2</sup> All equipment must be installed and operational to qualify for incentive payout. Applications for installations older than 90 days will be subject to review and may not be accepted. Bonus will vary based upon installed equipment size and efficiency.



**\$\$ 2004 Vendor Bonus \$\$**

We are pleased to announce that beginning October 1 through December 31, 2004, any vendor submitting an incentive application for a completed motors, lighting and/or cooling project\* will receive a bonus equal to approximately 20%\*\* of the customer's incentive. This is a token of our appreciation for your commitment to our commercial & industrial energy-efficient rebate program.

Customer eligibility remains the same for our energy efficiency programs. Incentives are only available to Cinergy/PSI commercial & industrial retail customers with an electric demand of 500 kW or less. To confirm customer eligibility please call 1-800-283-7741. For your convenience, applications and instructions and marketing brochures are now available at [www.cinergypsi.com](http://www.cinergypsi.com). If you don't have access to the internet, please call the number above.

***IMPORTANT...Incentives are not applicable for outdoor lighting and HID incentives are only available when replacing existing high-wattage systems with HID while maintaining the current light levels. Before quoting HID incentives to your customer please read the program guidelines carefully or contact Tracie Trent at 317.838.4400 or [tracie.trent@cinergy.com](mailto:tracie.trent@cinergy.com). Cinergy/PSI will not pay incentive dollars for projects that do not meet the specific program requirements as stated in the program materials or on the incentive application.***

\* All equipment must be installed and operational to qualify for incentive payout. Applications for installations older than 90 days will be subject to review and may not be accepted.

\*\* Cooling & motors bonus may vary based upon size of installed equipment and efficiency rating.



## Cooling Equipment Incentive Levels

Description	Minimum Efficiency	Base Incentive	\$ for Efficiency Above Minimum
<b>Packaged Terminal A/C (PTAC)</b> All sizes	10.0 EER	\$5/ton	\$15/ton for each 1.0 EER
<b>Packaged Terminal Heat Pump (PTHP)</b> All sizes	10.0 EER	\$5/ton	\$15/ton for each 1.0 EER
<b>Unitary A/C (Unit A/C) &amp; Unitary Heat Pump (Unit HP)</b>			
<65,000 Btuh (single-phase)	13.0 SEER	\$15/ton	\$25/ton for each 1.0 SEER
<65,000 Btuh (three-phase)	10.5 EER	\$10/ton	\$30/ton for each 1.0 EER
65,000-135,000 Btuh	11.0 EER	\$15/ton	\$30/ton for each 1.0 EER
135,000-760,000 Btuh	10.8 EER	\$15/ton	\$30/ton for each 1.0 EER
750,000 Btuh +	10.0 EER	\$10/ton	\$35/ton for each 1.0 EER
<b>Rooftop A/C Units (Roof A/C)</b>			
<65,000 Btuh (single-phase)	12.0 SEER	\$15/ton	\$25/ton for each 1.0 SEER
<65,000 Btuh (three-phase)	10.5 EER	\$10/ton	\$30/ton for each 1.0 EER
65,000-135,000 Btuh	10.3 EER	\$15/ton	\$30/ton for each 1.0 EER
135,000-760,000 Btuh	9.5 EER	\$15/ton	\$30/ton for each 1.0 EER
750,000 Btuh +	9.2 EER	\$10/ton	\$35/ton for each 1.0 EER
<b>Rooftop Heat Pump Units (Roof HP)</b>			
<65,000 Btuh (single-phase)	12.0 SEER	\$15/ton	\$25/ton for each 1.0 SEER
<65,000 Btuh (three-phase)	10.5 EER	\$10/ton	\$30/ton for each 1.0 EER
65,000-135,000 Btuh	10.1 EER	\$15/ton	\$30/ton for each 1.0 EER
135,000-760,000 Btuh	9.3 EER	\$15/ton	\$30/ton for each 1.0 EER
750,000 Btuh +	9.1 EER	\$10/ton	\$35/ton for each 1.0 EER
<b>Ground Source Heat Pumps (GSHP) - Closed Loop</b> All sizes	13.4 EER	\$15/ton	\$15/ton for each 1.0 EER
<b>Water Source Heat Pumps (WSHP) - Building Loop</b> All sizes	12.0 EER	\$15/ton	\$15/ton for each 1.0 EER

**Note:** Efficiency ratings are based on ARI Standards. HVAC systems must operate 1,500 hours annually to be eligible. Incentives are subject to change. Incentives are subject to availability. Equipment and eligibility requirements remain the same as noted in the Program Requirements section of the Cinergy/PSI HVAC Incentive Application.

# QUALIFYING EFFICIENCY LEVELS FOR OPEN AND CLOSED TYPE MOTORS

## Totally Enclosed Fan Cooled (TEFC)

Motor Size (HP)	1200 RPM	1800 RPM	3600 RPM
20	92.40%	93.00%	92.40%
25	93.00%	93.60%	93.00%
30	93.60%	93.60%	93.00%
40	94.10%	94.10%	93.60%
50	94.10%	94.50%	94.10%
60	94.50%	95.00%	94.10%
75	95.00%	95.40%	94.50%
100	95.40%	95.40%	95.00%
125	95.40%	95.40%	95.40%
150	95.80%	95.80%	95.40%
200	95.80%	96.20%	95.80%
250	95.80%	96.20%	95.80%

## Open Drip Proof (OPD)

Motor Size (HP)	1200 RPM	1800 RPM	3600 RPM
20	92.40%	93.00%	92.40%
25	93.00%	93.60%	93.00%
30	93.60%	94.10%	93.00%
40	94.10%	94.10%	93.60%
50	94.10%	94.50%	93.60%
60	95.00%	95.00%	94.10%
75	95.00%	95.00%	94.50%
100	95.00%	95.40%	94.50%
125	95.40%	95.40%	95.00%
150	95.80%	95.80%	95.40%
200	95.40%	95.80%	95.40%
250	95.40%	95.80%	95.40%

**INCENTIVE LEVELS FOR QUALIFYING MOTORS**  
*For All Motor Operations > 1500 Hours Per Year*

Motor Size (HP)	Incentive/Motor						
20	\$83	40	\$157	75	\$281	150	\$442
25	\$95	50	\$101	100	\$340	200	\$494
30	\$151	60	\$189	125	\$388	250	\$618

**QUALIFYING EFFICIENCY LEVELS  
 FOR OPEN AND CLOSED TYPE MOTORS**

**Totally Enclosed Fan Cooled (TEFC)**

Motor Size (HP)	1200 RPM	1800 RPM	3600 RPM	Motor Size (HP)	1200 RPM	1800 RPM	3600 RPM
20	92.40%	93.00%	92.40%	75	95.00%	95.40%	94.50%
25	93.00%	93.60%	93.00%	100	95.40%	95.40%	95.00%
30	93.60%	93.60%	93.00%	125	95.40%	95.40%	95.40%
40	94.10%	94.10%	93.60%	150	95.80%	95.80%	95.40%
50	94.10%	94.50%	94.10%	200	95.80%	96.20%	95.80%
60	94.50%	95.00%	94.10%	250	95.80%	96.20%	95.80%

**Open Drip Proof (OPD)**

Motor Size (HP)	1200 RPM	1800 RPM	3600 RPM	Motor Size (HP)	1200 RPM	1800 RPM	3600 RPM
20	92.40%	93.00%	92.40%	75	95.00%	95.00%	94.50%
25	93.00%	93.60%	93.00%	100	95.00%	95.40%	94.50%
30	93.60%	94.10%	93.00%	125	95.40%	95.40%	95.00%
40	94.10%	94.10%	93.60%	150	95.80%	95.80%	95.40%
50	94.10%	94.50%	93.60%	200	95.40%	95.80%	95.40%
60	95.00%	95.00%	94.10%	250	95.40%	95.80%	95.40%



**KyPSC Staff's Supplemental Data Requests**

**Case No. 2004-00389**

**Date Received: December 7, 2004**

**Response Due Date: December 20, 2004**

**KyPSC-DR-02-005**

**REQUEST:**

5. Refer to Item 7 of the response to the Commission Staff's initial data request. Part (b) states that \$13,685 is allocated to Marketing – brochure development, printing, and mailings. Provide examples of the brochures to be mailed and a detailed breakdown of the \$13,685 in costs.

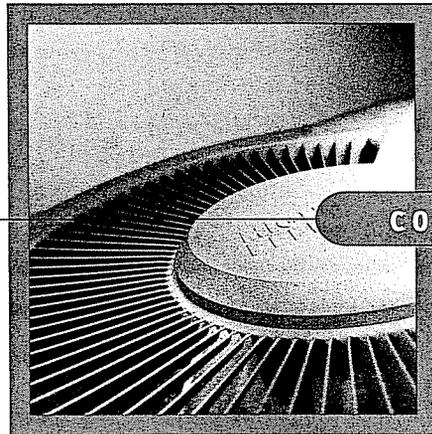
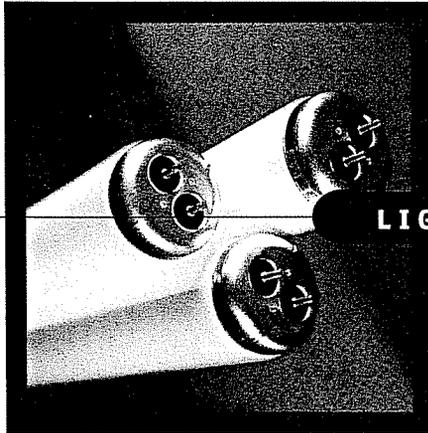
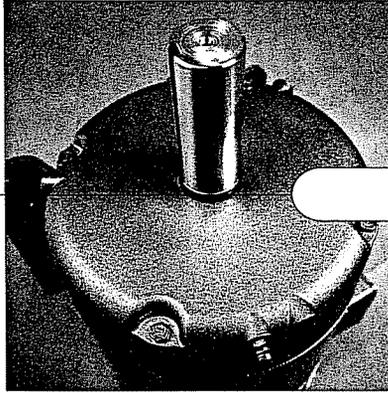
**RESPONSE:**

Cost estimates for marketing materials are approximately one dollar per commercial and industrial (C&I) customer:

- Mailings = multiple mailings to potential C&I customers and participating contractors and suppliers – approximately 14000 at 20 cents each = \$5600
- Mailhouse – prep of multiple bulk mailings – 14,000 pcs @ 15 cents each = \$4200
- Design and printing of brochures – approximately 20,000 = \$1400
- Design and print of pocket program folder – 1,000 pcs = \$1,175
- Envelopes - #10 for multiple mailings noted above - \$1310

Actual costs may differ depending on the final marketing plan, final material designs, weight of the mailing and overall market response. An example of the current PSI brochure is included.

**WITNESS RESPONSIBLE:** Michael Goldenberg



ENERGY-EFFICIENCY INCENTIVES